

Fundraising Resource Development

A.K.A. Successful Grants Requires Strategic Thinking

Objectives

- Learn tricks and tools of the grant writing trade.
- Share best practices.
- What do you hope to learn?

Outcomes

- Keep the end in mind
- Learn the “lingo”
- Beware of the pitfalls
- I’ve got the \$, now what??
- Best practices

Keep the End in Mind: History

- Who do they fund?
 - What do they fund?
 - Where do they fund?
 - Why do they fund?
 - When do they fund?
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- **S.H. Cowell foundation past grant making:** total market value of assets: \$19,452,445.00 total grants last fiscal year: \$6,736,761.00 number of grants last fiscal year: 129 average small grant: \$5,000.00 average large grants: \$300,000.00

What Do We Know?

- Sample grant#1: \$38,333.00 Villa Montalvo center for the arts, Saratoga, CA
- Sample grant #2: \$15,000.00 tech museum of innovation, san Jose, CA
- Sample grant#3: \$6,500.00 Bellarmine college preparatory, san Jose, CA
- Sample grant #4: \$5,000.00 san Jose repertory theater, san Jose, CA
- Sample grant #5: \$3,000.00 san Jose museum of art, san Jose, CA

Keep the End in Mind: Research

- Research the past three years.
 - Know what the agency funds.
 - Find out who is on their board.
 - Find out the trigger words.
 - Know the pace and tenor of the grant.
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- This should be the most time intensive part of the grant.

Keep the End in Mind: Outcomes

- Does the grant meets your needs?
- Does the grant fit you?

- What outcomes do you hope to achieve?
- Does this grant change your outcomes?

Lingo

- Pronunciation: 'li[ng]-(')gO
Function: *noun*
Inflected Form(s): *plural lingoes*
Etymology: probably from Lingua Franca, language, tongue, from Provençal, from Latin *lingua* –
- strange or incomprehensible language or speech: as **a** : a foreign language **b** : the special vocabulary of a particular field of interest **c** : language characteristic of an individual

Learn the “Lingo” – Walk the Walk

- If the shoe doesn't fit, don't wear it.
- Money frees you from doing things you dislike. Since I dislike doing nearly everything, money is handy.
 - **Groucho Marx (1890 - 1977)**

Learn the “Lingo” – Talk the Talk

- Always encouraged to go to the workshops to talk to funders.
- “If they say four pages, they mean four pages. If they say no attachments, they mean no attachments.” SV Community Foundation Employee
- Give them what they want, exceed every criteria.

Learn the “Lingo” – Write to Write

“One must also accept that one has 'uncreative' moments. The more honestly one can accept that, the quicker these moments will pass.”

- **Etty Hillesum.**
- Make a list, check it twice.
- Always have someone else read it.
- Ask for your support letters first.
- Write it with the reader in mind.
- Total time: 40 hours – write in 2 hours.

Learn the “Lingo” – Look the Look

- Laser Copies, the exact number
- Quality Paper
- Bound
- Cover Sheet
- Originals

Learn the “Lingo” – Time the Clock

- 12 month timeframe
- Multi-Year Grant
- Know your cycle of resources
- Small Business Loans
- Write in a timeframe with action items.
- Advice

Beware of the Pitfalls

- It's not an operating grant, it's seed money for new projects.
- Make it sustainable.
- Matching funds.
- Tracking success.

I've Got the \$, Now What?

- Know who will follow through.
- Know the grant reporting requirements.
- Send thank you note.
- Send pictures.
- Follow through.

Best Practices

- Sharing information
- Web sites
- Resource information

- What are your best practices?

Conclusion

“He that is of the opinion money will do everything may well be suspected of doing everything for money”

- **Benjamin Franklin (1706 - 1790)**